

PATENT

MS131754.01/MSFTP282US

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AUG 05 2005

Date: 8-5-05

Himanshu S. Amin



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): D. Maxwell Chickering, et al.

Examiner: Akiba K. Robinson Boyce

Serial No: 09/681,050

Art Unit: 3623

Filing Date: December 8, 2000

Title: DECISION THEORETIC APPROACH TO TARGETED SOLICITATION BY  
MAXIMIZING EXPECTED PROFIT INCREASES

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

## REPLY TO OFFICE ACTION DATED MAY 12, 2005

08/12/2005 SMORELAN 00000014 501063 09681050

Dear Sir  
100.00 DA  
200.00 DA

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments below.

09/681,050MS131754.01/MSFTP282US**CONCLUSION**

The present application is believed to be in condition for allowance in view of the above comments and amendments. A prompt action to such end is earnestly solicited.

In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063 [MSFTP282US].

Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number below.

Respectfully submitted,  
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